



**Wherever Motion Pictures
Are Shown the Most
Discussed Drama This Year is**

"Johnny Belinda"



These Nati

Shame came out of the shadows and changed a young girl's life.

Wherever motion pictures are shown, this will be the most discussed drama of the year!

JANE WYMAN

WARNER BROS. PRESENT

LEW AYRES

in a characterization so unusual and courageously different that it is certain to be a lasting experience.

in an endearing performance, as the doctor first to find her secret—first to share her shame.

"Johnny Belinda"

CHARLES BICKFORD
AGNES MOOREHEAD · STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO
Screen Play by RIGGARD VON CURE and ALLEN VINCENT
Produced by Harry Wagstaff Gribble
PRODUCED BY JERRY WALD
From the Stage Play
Music by MAX

ADVERTISED TO 84,964,338 WOMEN
(AND 40,689,397 MEN)
IN THESE MAGAZINES:

- | | | | |
|--------------|------------------|--------------------|-------------------|
| LIFE | TRUE CONFESSIONS | REAL STORY | PERSONAL ROMANCES |
| LOOK | WOMAN'S DAY | REAL ROMANCES | INTIMATE ROMANCES |
| SATURDAY | MODERN SCREEN | SONG HITS | PHOTOPLAY |
| EVENING POST | SCREEN STORIES | SING | RADIO MIRROR |
| WOMAN'S HOME | MODERN ROMANCES | GOOD HOUSEKEEPING | TRUE LOVE AND |
| COMPANION | SCREENLAND | PARENTS | ROMANCE |
| LADIES HOME | SILVER SCREEN | TRUE STORY | TRUE EXPERIENCES |
| JOURNAL | SCREEN GUIDE | MOVIE LIFE | TRUE ROMANCES |
| MOVIE STORY | MOVIELAND | MOVIE STARS PARADE | MOTION PICTURE |

onal Magazine Ads Say It!

**In The Biggest Woman's Campaign
That Has Ever Backed
A Motion Picture!**

INSIDE
STUD



She was alone
with terror
—and torment!

Dusk. A young girl alone for
the moment in a small house by the shore.
Fishing boats on the wharf. A man from
a boat stealthily enters the house. She
doesn't hear. Suddenly he is there beside
her. Fear in her eyes. She
cannot speak....

BROS.

WYMAN · LEW AYRES

HE DOESN'T WANT TO GET EVEN!

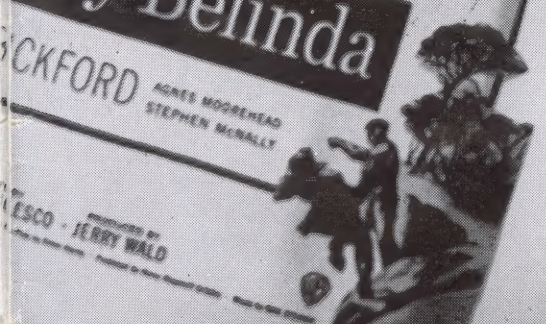


This girl seeks
no vengeance.
Not even for
the memory
time will not
wash away.
Only to keep
her child.
For in her
arms she
holds her
world.

WARNER BROS. present

WYMAN · LEW AYRES

Johnny Belinda



CHARLES BICKFORD

AGNES MOOREHEAD · STEPHEN McNALLY

**There was temptation
in her helpless silence**



...and then torment

WARNER BROS.

WARNER BROS.

JANE WYMAN · LEW AYRES

"Johnny Belinda"

CHARLES BICKFORD

With this performance Jane Wyman
unquestionably establishes her talent as among
the foremost on the present-day screen.

WHenever motion pictures are shown, the most discussed drama this year will be

The doctor first to find her secret,
first to share her shame.

AGNES MOOREHEAD · STEPHEN McNALLY · JEAN NECHES

Produced by JERRY WALD

Directed by JERRY WALD



Her eyes understood
the terror, but her voice
could not cry out...

A WOMAN'S MEMORY THAT TIME DOES NOT WASH AWAY!

With outspoken courage a very great
motion picture rises to tell a story of a young
girl's great loneliness and shame—such
a story as has never before been presented
on the screen. We are confident that every
woman who sees it will tell everyone she
knows to see it, too.



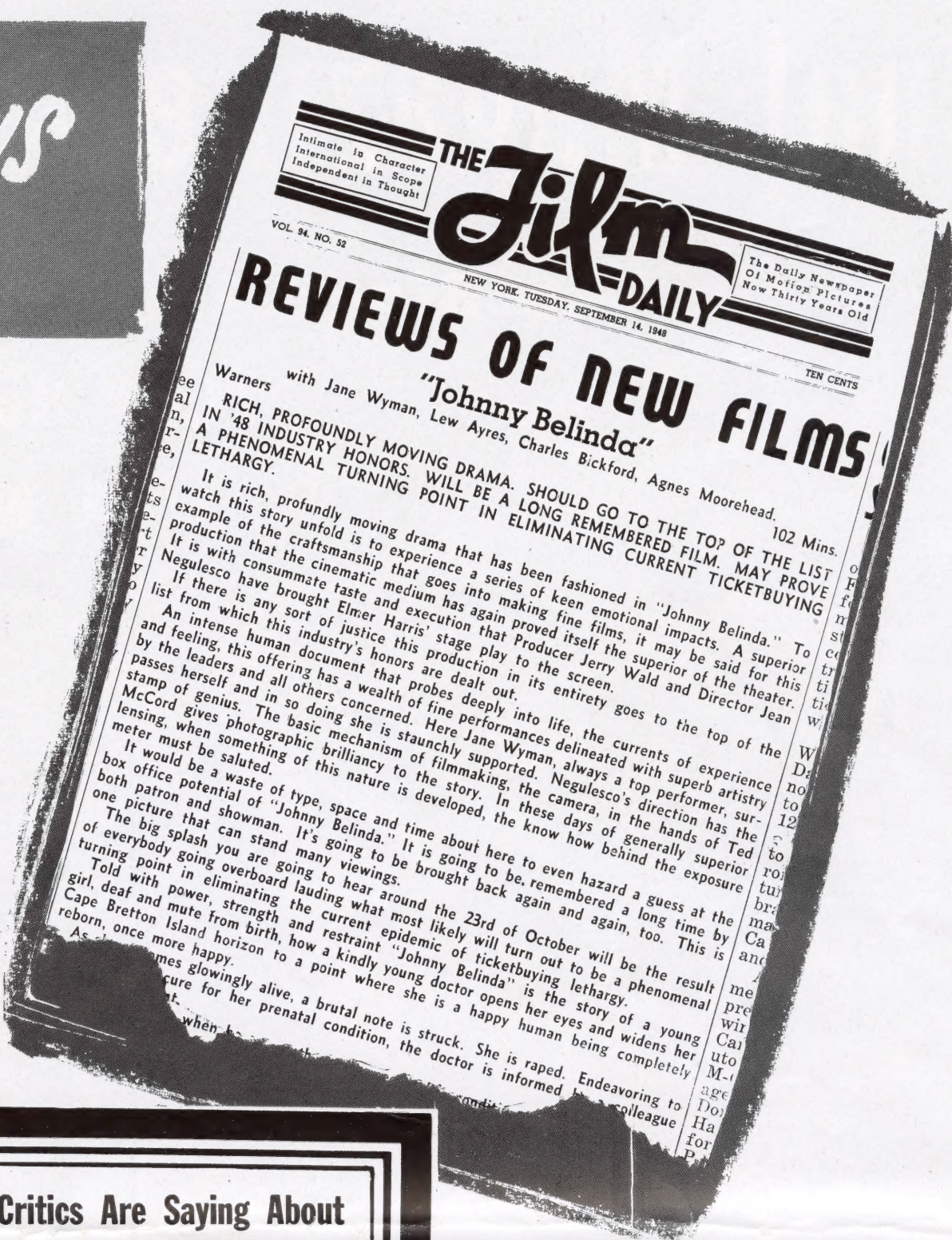
The Reviews Say it!

MOTION PICTURE DAILY:-

A Very First-Class Drama—Jane Wyman's illuminating performance will be talked about widely once "Johnny Belinda" gets under way! It will prove to be one of those infrequent films combining a popular attraction—particularly for women—with an appeal for those who only part with their money when Hollywood delivers for discriminating grown-ups!

SHOWMEN'S TRADE REVIEW:-

One of the screen's outstanding achievements from every angle—acting, story and general technical excellence! Should do top business wherever played! An Academy-Award contender! Jane Wyman performs this role with memorable skill and will surely be in line for every prize in the book. Lew Ayres is splendid as the earnest young doctor!



What The Magazine Critics Are Saying About

"Johnny Belinda"

LOUELLA O. PARSONS In Cosmopolitan Magazine:-

A beautiful, superior piece of work for which I award Jane Wyman the Cosmopolitan Citation for the best feminine performance of the month! A superior production, highlighted by excellent writing, sensitive direction, and distinguished supporting acting jobs by Lew Ayres, Charles Bickford.

MOTION PICTURE MAGAZINE:-

Jane Wyman will certainly be among the top contenders this year for her work in "Johnny Belinda" ... a picture you should see!

PHOTOPLAY:-

A stirring story, admirably acted, makes this one of the most distinctive dramas of the year!

MOVIE STARS PARADE:-

Wonderful is the word for Jane Wyman in Warners' "Johnny Belinda"!

MODERN SCREEN:-

Here is that rare film, one which, highly touted for ages before release, doesn't let you down. A great personal triumph for Jane Wyman!

MOTION PICTURE HERALD:-

Here is a beautiful production—a melodramatic and highly emotional story of mother love that is intelligently told for adults. It's a picture that every woman in town will want to see! Jane Wyman's so good in her role that you can almost see the halo. Excellent!

BOXOFFICE:-

Jane Wyman is almost certain to win another Academy Award nomination. The picture will go on the "must see" list of most women—and what more is necessary to assure capacity business and extended runs in all bookings. That doesn't mean it is entirely a woman's picture; there's plenty for the males, most especially action, and atmosphere!

VARIETY DAILY:-

A compelling, adult drama, told with sensitive taste. Packs a boxoffice wallop and can be sold for big returns!

Early
Reviews
from the
Fan Mags—
Use them
out front
like this!

HERE'S HOW YOU SAY IT!

Use Campaign Key Art Everywhere!



Just the thing to show to sell this picture properly! Available as an 8 x 10 still and as a mat—see Page 12.

Use it everywhere—blow up and display in your lobby, mount on cards with suitable copy from the ads, plant in store windows, use as basis of a school drawing contest — anywhere your good showman judgment determines!

Order Still No. 689-545.

Women's Club Mailing Lists

Plenty of subject matter in "Johnny Belinda" for women's groups. Call up leading Women's Club or Parent-Teachers' contacts, and suggest the picture as material for a meeting.

Taking a child from its parents, young people such as Belinda, life in remote places; all are talking points to suggest.

A screening might be necessary, possibly with a follow-up talk by an educator from local college.

Ultimate idea is to have the Women's Clubs do a job of their own to their mailing lists.

Newspaper Contest Idea

Tie into our national stunt which had 150 editors wiring in their "Greatest Film Role" choices and see your contest editor about running a Most Famous Role Contest, either as a 1-day layout or five days straight. Paper's morgue can provide stills to illustrate contest. Herewith are a few for a start:

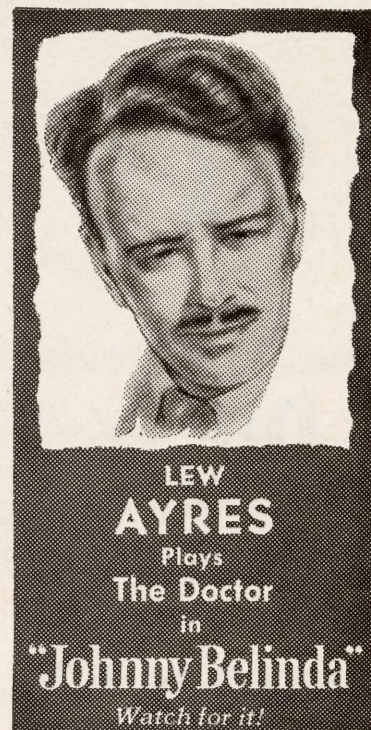
Ingrid Bergman as "Clio" in SARA-TOGA TRUNK, William Powell as "Father" in LIFE WITH FATHER, Gary Cooper in the title role of SERGEANT YORK, Fredric March as "Twain" in THE ADVENTURES OF MARK TWAIN, Joan Crawford in the title role of MILDRED PIERCE, Errol Flynn as Robin Hood in THE ADVENTURES OF ROBIN HOOD.

TEASER CAMPAIGN

- 1) Four-day newspaper teaser ad campaign.
- 2) For lobby: blow up, mount on compo board and use singly as lobby tack cards or together in one frame.



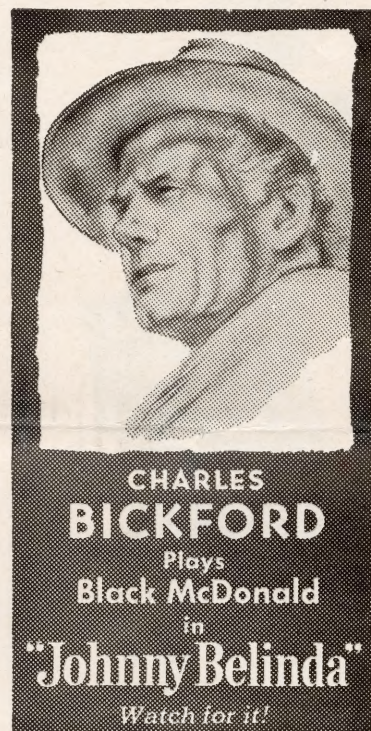
1st Day



2nd Day



3rd Day



4th Day

Order "Teaser Mat No. 689-301-X."

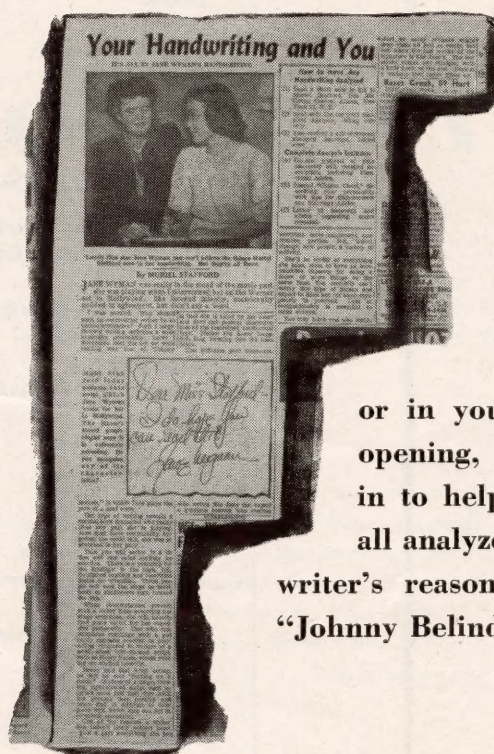
Lovely Legs Contest



Jane Wyman, lovely star of Warner Bros.' "Johnny Belinda," has the loveliest legs in Hollywood according to the Hosiery Designers of America. Here the star helps Willys DeMont, the organization's president, display items from his collection of rare stockings.

Jane Wyman has the most beautiful legs in Hollywood according to filmdom's annual "Golden Dozen" listing prepared by the Hosiery Designers of America. Run your own "Beautiful Legs Contest" using the two stills shown here (both are available as 8 x 10's). Here's how: Set up tricky displays for your lobby, onstage, or in window of co-operating department store with identifying caption as suggested here. Still at left makes swell standee cut-out alone, too!

Handwriting Stunt



Here's handwriting expert Murial Stafford's analysis of Jane Wyman's handwriting which appeared in the N. Y. Sunday Mirror. Similar stunt can be worked with co-operating newspaper or in your lobby, week before opening, with local expert tied in to help. Specify that text of all analyzed scripts must contain writer's reasons for wanting to see "Johnny Belinda."

SIX BIG NATIONAL TIE-UPS

*And
What
They're
Doing
For
You!*

CHESTERFIELD'S CAMPAIGN!

1. MAGAZINES — full-page, full-color ad breaks in 25 top national magazines reaching 68 million readers!

2. NEWSPAPERS—Ad breaks in leading key city newspapers from coast to coast in black-and-white, full-page for tabloid papers, 800 lines for others.

3. CAR CARDS — 22" x 28", 4-color card (not illustrated) gets nationwide Chesterfield distribution!

4. RADIO — The Chesterfield Supper Club Show plugs Jane Wyman and "Johnny Belinda" over NBC network show—173 stations — twice nightly for entire week beginning October 25th!



Check local Chesterfield outlets for: 1) Tie-in displays. 2) Herald inserts for magazines. 3) Announcement ads in newspapers carrying Chesterfield inserts.

LUX ADVERTISING SCHEDULE

1. NEWSPAPERS — Full-page, black and white ad breaks day-and-date in key city newspapers from coast to coast. Check list below:

Albany	Los Angeles
Atlanta	Memphis
Boston	Milwaukee
Buffalo	Minneapolis
Charlotte	New York City
Cincinnati	Oklahoma City
Chicago	Omaha
Cleveland	Philadelphia
Dallas	Pittsburgh
Denver	Portland, Ore.
Detroit	St. Louis
Des Moines	San Francisco
Hollywood	Salt Lake City
Indianapolis	Seattle
Kansas City, Mo.	Washington, D. C.

2. MAGAZINES—

Ladies' Home Journal
Woman's Home Companion
McCall's
Good Housekeeping
Cosmopolitan
True Story
True Love & Romances
Redbook
True Romances
Photoplay
Radio Mirror
True Experiences
American Weekly
N. Y. Sunday Mirror
Capper's Farmer
Country Gentleman
Seventeen

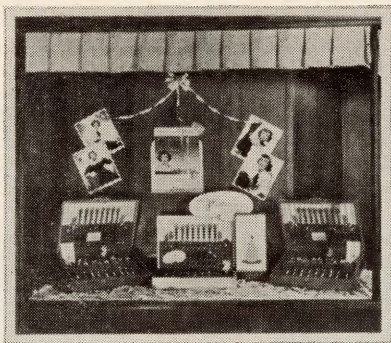


Contact Lux distributors to arrange store window tie-ups.

1881 ROGERS SILVERPLATE



COUNTER CARD, 12" x 16 3/4" in full color.



STILL of suggested window display.

AD—full-page, in full color, appears in *Life*, *True Confessions*, *Movie Story*, *Motion Picture*, *Modern Screen*, *Screen Romances*, *Modern Romances*, *Movie Life*, *Movie Stars Parade*, *Movies*, *Today's Woman*, *Personal Romances*, *Real Story*, *Real Romances*, *Movieland* and *Screen Guide*. Used, too, as cover for 8-pg., 4-color CONSUMER PROMOTION BOOKLET.



NOTE: Other campaign aids not illustrated here are: 6-pg. dealer promotion piece, ad mats and radio spot announcements.



MENGEL FURNITURE

MAGAZINE AD—(left) full-page, in full color, appears in *The Saturday Evening Post*, *Ladies' Home Journal*, *Better Homes & Gardens* and *American Home*.

STANDEE CUTOUT—(right) life-size, in full color, for window and floor displays.

NOTE: Other Mengel aids not illustrated include AD MATS, STAR PHOTOS, other PROMOTION AIDS.



FOR DETAILS, WRITE TO: Advertising Manager, The Mengel Company, Furniture Division, Louisville 1, Kentucky.

RCA VICTOR

Full-page, full-color ad appears in *Life*, *The Saturday Evening Post* and *Collier's Weekly*.



LIPTON TEA

Half-page ad, in full color, appears in *Ladies' Home Journal*, *McCall's*, *Family Circle*, *Progressive Farmer*, *Southern Agriculturist*, *Parade*, *N. Y. Sunday News*, *New Orleans Times-Picayune*.



BEAUTY PROMOTION

Here's the "Johnny Belinda" hair-do as worn in the film by Jane Wyman, which suggests a swell local beauty promotion this way: Enlist cooperation of as many beauty parlors as possible. Set aside one week as "Johnny Belinda" Haircut Week. Cooperating photographer shoots photos of all local misses who get "Johnny Belinda" haircut within period specified. "Before" and "after" photos are displayed in lobby and windows of all cooperating beauty shops. Girls with "Johnny Belinda" haircuts are eligible to compete in city-wide "Prettiest Local 'Johnny Belinda' Girl" Contest. Grand winner is feted by local cooperating merchants with big opening day wind-up at your theatre. Still illustrated is available.



Order Still No. JW-1133

LOBBY "SEE" BOARD

In 40 x 60 frame. Stills shown are available as set of five (or substitute others from your branch set). All copy can be picked up direct from ads — except for hand-lettered "See," "Hear," etc. (individual panels which lay over stills).

Order "Lobby Display Stills Number 689" — set of five.



2-Col. Fashion Mat

Order Mat No. 689-201-X

THE FALL MOOD



JANE WYMAN, star of Warner Bros.' current film drama, "Johnny Belinda", models two attractive new Fall costumes. *Left*: Softly turned suit of navy faille has slim skirt, fitted jacket. *Right*: Full-skirted and ankle-length, the black lace dinner gown is worn over taffeta underskirt, halts prettily just above the ankle.

SAY IT OVER THE AIR!!!

Free Records For Your Radio Campaign:

1. Two great five-minute interviews on separate discs with Jane Wyman and Lew Ayres.
2. Spot Announcements—one-minute and 15-second breaks, both with time for local, live tie-in.

Order what you need from Warner Bros Campaign Plan Editor, 321 W. 44 St., N. Y., N. Y.

TIE-UP STILLS

Order "Window Stills No. 689," Set of 7.



Knitwear
JW-1108



Pipes
LA-47



Calem Handbags
T-797



Fishing Equipment
689-10



Gowns
JW-1119



Men's Wear
LA-55



Barbecue Wagon
JW-A1075

NOTE! Order all exploitation mats and stills from your National Screen Service Exchange.

(Advance)

Jane Wyman, Lew Ayres Due In Warner Bros.' Widely-Heralded Film Drama, 'Johnny Belinda'

Warner Bros.' "Johnny Belinda," co-starring Jane Wyman and Lew Ayres, one of the most widely-heralded films ever made in Hollywood, is announced as the next attraction at the Strand Theatre starting on Friday. This is adapted from the Elmer Harris stage play of the same name which attracted widespread approval on Broadway a few seasons ago. Jean Negulesco directed the Jerry

Wald production.

Important supporting roles are played by Charles Bickford, Agnes Moorehead and Stephen McNally. Set in the rugged Nova Scotia country, the drama unfolds against a stark panorama of pine and cypress stretched out along the coast-line. Miss Wyman's role of a poor country lass, hated by her father, and loved by the village doctor, is considered one of the strongest

dramatic roles which Hollywood has ever allotted a star who is usually associated with glamor.

Besides the four principals, the cast is sparked with interesting names. McNally who hails from the Broadway stage, plays the villain in the film. He was last seen in "The Magnificent Doll." Jan Sterling, newcomer to films has an important part as McNally's wife. She was tested for the role while play-

ing in the Chicago company of "Born Yesterday." She also appeared opposite Clifton Webb in "Present Laughter."

Dan Seymour, weighty bad man of several Warner films, is another familiar personality in the supporting array. Rosalind Ivan, who scored a smash hit as the slatternly mother in Bette Davis' drama, "The Corn Is Green," plays a small-town gossip in "Johnny Belinda."



JANE WYMAN achieves a personal triumph in Warner Bros.' sensational drama, "Johnny Belinda," in which she co-stars with Lew Ayres, opening next Friday at the Strand Theatre.
Still JW-1079 Mat 689-2C



LEW AYRES co-stars with Jane Wyman in Warner Bros.' most widely-discussed romantic drama, "Johnny Belinda," set to premiere next Friday at the Strand Theatre.
Still LA-5 Mat 689-2D

Roles of Jane Wyman Show 'Change of Pace'

Sports experts insist that a "change of pace" is the supreme mark of a pitcher and theatrical and film producers are as quick to declare that it's the player capable of a "change of pace" who is most valuable.

"That's one reason, why Jane Wyman is considered a top property by Warner Bros. The studio knows she can deliver, no matter how divergent the roles.

Jane is best known, perhaps, as a pert, cute, wise-cracking girl, the type of babe she played in "The Doughgirls," "Hollywood Canteen," "Princess O'Rourke" and "The Animal Kingdom." But she proved to Hollywood that she was equally adept at strong, silent, dramatic roles when, as Ma Baxter in "The Yearling," she was nominated for an Academy Award.

It is in the nature of the latter type that Miss Wyman has been cast in Warners' "Johnny Belinda," coming soon to the Strand Theatre, in which she shares starring honors with Lew Ayres.

As Belinda McDonald in the picture, Jane plays a poor little unwanted waif who slaves away her days as a woman of all work. Without benefit of make-up or pretty clothes, Miss Wyman is due to carry the brunt of the film with straight, dramatic acting. It's a part that critics say many Hollywood girls would shy from, but Miss Wyman claims it represents a challenge she's eager to accept.

"After all, I call myself an actress," she smiles. "Well then, give me roles that call for real acting. That's what I want."

Lew Ayres Discusses His Career In Films

Lew Ayres co-starring with Jane Wyman in "Johnny Belinda," due soon at the Strand Theatre, got his first chance to act in action pictures just 20 years ago. He says he didn't think much of them. The money wasn't right.

At the time Lew played banjo in a little band in San Diego, California. A tiny motion picture company came to town to film a comedy.

Lew had always wanted to be an actor so he applied and was picked almost at once as the film's juvenile, which happened to be about the most important role in the picture.

Reminiscing on the set of "Johnny Belinda" at Warner Bros. recently, Lew says, "I worked in every scene, from sun-up to sun-down for four days.

We finished the thing and I got paid—\$4.25 cash total.

"I was making \$100 a week playing banjo so I immediately gave up the acting idea and returned to plunking strings. It wasn't until a year later that I started looking for a job in films in earnest."

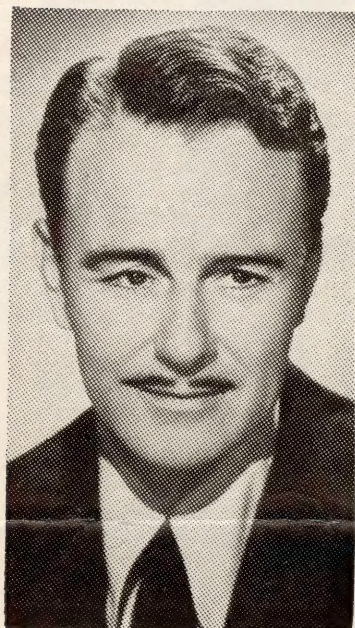
What followed is history. Lew was picked from the floor of the Roosevelt Hotel where he was dancing with his girl and offered a contract at MGM. There Greta Garbo chose him for her leading man in "The Kiss," a role which was followed by another in the Academy Award winning "All Quiet On The Western Front," and Lew Ayres' career was launched.

He plays a young doctor who befriends Jane Wyman in "Johnny Belinda" due Friday.



JANE WYMAN plays her most exacting role in Warner Bros.' "Johnny Belinda," due soon at the Strand Theatre.

Still JW-1079 Mat 689-1B



LEW AYRES co-stars with Jane Wyman in Warner Bros.' sensational drama, "Johnny Belinda," due soon.

Still LA-5 Mat 689-1C

IN 'JOHNNY BELINDA'



ROMANCE. Jane Wyman and Lew Ayres, stars of Warner Bros.' long-awaited drama, "Johnny Belinda," which advance trade comment lauds as one of Hollywood's finest films, comes next Friday to the Strand Theatre.

Still 689-536

Mat 689-2B

(Review)

Jane Wyman Triumphs Opposite Lew Ayres in 'Johnny Belinda'

Sheer artistry stamps Warner Bros.' new drama, "Johnny Belinda," which co-stars the amazing Jane Wyman and Lew Ayres. This unusual film opened yesterday at the Strand Theatre and captivated the audience with its dramatic impact and excitement.

It is a simply-told tale of love and betrayal, and through the meritorious team work of all Warner departments, something rare has been turned out. Filmed in black and white against a stark coastline, many scenes of fleeting beauty have been captured by the camera. Then Miss Wyman's triumphant performance is something special to get excited over. Heretofore, associated with glib characters, she completely submerges her personality into Belinda, the pathetic country lass, who is limited in self expression until love comes her way. It is a

challenge which many Hollywood actresses would shun, but Miss Wyman meets it with superb skill.

Casting Ayres opposite Miss Wyman in another asset. His quiet charm compliments her appeal, and he makes his doctor's role impressive. Charles Bickford is another important member of the cast, playing Belinda's gruff father who is later killed. He is excellent. That sterling character actress Agnes Moorehead, is also present and one can expect some very fine acting from her.

Two newcomers bow in also. Stephen McNally plays the heavy role here, and a stunning blonde actress, Jan Sterling, registers as the village belle.

Briefly, the drama relates the plight of Belinda, who does most of the hard chores on her father's bleak farm. No one pays any attention to her and kind-

ness is unknown to her, until the village doctor appears and tries to educate her. Her life takes on new interest, until one night a bully attacks her. Her life then becomes a public scandal and she is ostracized. She fights for her baby and kills her attacker. Placed on trial the doctor comes to her assistance in a most unusual climax. Throughout this emotional drama, Jean Negulesco has kept the warmth and appeal of Belinda paramount.

A last word for Miss Wyman. She has a beauty which is different from any other actress of the screen, and her talent which has been expanding with leaps and bounds of late, comes into full stature here as Belinda. Her performance is flawless in its carefully timed creation. Others would have faltered at this unusual assignment, but Miss Wyman. She's superb!

BICKFORD LIKES TO FIGHT BUT—

Charles Bickford thinks Steve McNally is a promising actor and a very nice guy indeed. But he wishes Steve would learn to fight—motion picture fashion.

Bickford and McNally do mortal combat in Warner Bros.' "Johnny Belinda," which was shot at Fort Bragg, Calif. The script called for McNally to kill Bickford.

Bickford has been fighting in films since 1929, when he did "Dynamite" for C. B. De Mille.

Steve McNally is comparatively new to motion pictures and camera-staged fights. During shooting, therefore, he hit Bickford with everything loose. Bickford, who doesn't claim to be young anymore, went around with a couple of shiners, and torn fingers.

ADVANCE RAVES OVER NEW FILM

Hollywood's most discussed drama, Warner Bros.' "Johnny Belinda," co-starring Jane Wyman and Lew Ayres, opens at the Strand next Friday. No film in years has created such a storm of heated interest as the stark, moving drama of the Nova Scotia folk, which Jean Negulesco has directed.

Miss Wyman's role in particular has stirred up much advance comment. She shoves her usual beauty and glamor for the plain, simple role of a country lass, disliked by her widower father until tragedy enters her life. The demands of this role are most unusual, and grapevine talk has it that Miss Wyman turns in one of the finest performances ever screened.

"Johnny Belinda" is from Elmer Harris' stage play of the same name which ran on Broadway a few seasons ago. The strong supporting cast includes: Charles Bickford, Agnes Moorehead and Stephen McNally, the latter who is also mentioned as a strong potential for starring roles. He plays the villain in the drama, hitting a new high for this type of screen portrayal. Jan Sterling, fresh from Broadway, plays his wife.

Of special interest in this film too, are the photographic effects achieved by veteran cameraman Ted McCord. Scenes of the rugged coastline, a raging storm, and particularly marine sequences have already caused much comment.

FORDHAM STAR NOW IN FILMS

Stephen McNally, one-time football player for Fordham, plays at being a screen villain with all the force he used to give blasting off-tackle. He just can't help it and he's pretty upset over the damage he's wrought on Jane Wyman and Charles Bickford. Someday, somehow, he hopes, he's going to learn to pull his punches.

Steve, who is big, husky and weighs in at 190, left Fordham to become a New York City lawyer, and from there he went on the stage. Hollywood claimed him next and at this moment he's one of the cruelest villains on record in Warner Bros.' "Johnny Belinda," which opens Friday at the Strand.

As such he assaults Jane Wyman and kills Jane's father in the film, Charles Bickford.

He actually injured both Miss Wyman and Bickford while playing the scenes.

McNally, is pretty sure he's now learning to pull his punches for motion picture fights.

"I'd better," the husky "heavy" says, "because if it keeps up no star will want to go into a picture with me. And there's always the chance that some day I might meet up with a guy larger, faster and a better puncher than myself."

Newcomer Debuts In Strand Drama

Jan Sterling, the stage actress imported for films for Warner Bros.' "Johnny Belinda," is used to moving fast. She finds it not only profitable, but fun to boot.

Jan was appearing in Noel Coward's Broadway production of "Present Laughter," when she was given but three days (and three rehearsals) to be ready for the prize role of Billy Dawn in "Born Yesterday."

When Hollywood became aware of her work in this hit, she was given only two weeks to wind up her part in the show and report to Warners' Burbank studio, up in her lines, for the part of the 'other woman', Stella Maguire, in "Johnny Belinda," the Jane Wyman-Lew Ayres starring picture opening Friday at the Strand Theatre.

Clothes Suffer

Beating For Art

To achieve the drabness desired for Jane Wyman's wardrobe in Warner Bros.' sensational drama, "Johnny Belinda," opening Friday at the Strand Theatre, her clothes were soaked for weeks in lysol and thoroughly beaten by rocks and brushes. She plays a simple country girl who is befriended by a doctor played by Lew Ayres. All of the action takes place in Nova Scotia, a fishing and farming land off the east coast of Canada.

(Advance)

Widely-Acclaimed 'Johnny Belinda' Features Strong Supporting Cast

Besides the two stars, Jane Wyman and Lew Ayres, Warner Bros.' acclaimed drama, "Johnny Belinda," opening next Friday at the Strand Theatre, has a cast sparked with interesting names. Charles Bickford and Agnes Moorehead are prominent in support of the starring duo, which Jean Negulesco has directed.

The villain of the piece is Stephen McNally. He played the role in the stage version of "Johnny Belinda" now being taken by Lew Ayres—that of the young, small-town doctor. In the film version, McNally is a black-dyed villain indeed; the man who not only attacks Belinda, but kills her father (Bickford) as well.

Jan Sterling, a newcomer to films, has another key role in the picture as Stella, McNally's wife. Miss Sterling was tested for the part while on a two-week vacation from the Chicago company of "Born Yesterday," in which she had the lead. When notified she had won the role, Miss Sterling finished up her two weeks with the Chicago company, hopped a plane for Hollywood and then another for Fort Bragg upstate, where she joined the company. Miss Sterling has an imposing list of stage credits. They include Terrence Rattigan's "Grey Farm," with Oscar Homolka; "Panama Hattie;" "This Rock," with Billie Burke and Warner Bros.' Zachary Scott; Katharine Cornell's

"Three Sisters," with Miss Cornell, Ruth Gordon and Judith Anderson; "The Rugged Path," with Spencer Tracy, and "Present Laughter," with Clifton Webb.

Another notable member of the cast is Dan Seymour, weighty bad man of films. In "Johnny Belinda" he's not a necessarily bad man, just a tight-fisted money lender and town boss.

Rosalind Ivan, who scored such a smash hit as Joan Loring's slatternly mother in the Bette Davis film "The Corn Is Green," is cast as a small town gossip in the picture, along with Ida Moore and Mable Paige. Others in the cast are Joan Winfield, Richard Walsh, Dick Taylor and Ray Montgomery.



AGNES MOOREHEAD, the distinguished character actress, plays an important role in Warner Bros.' "Johnny Belinda," due soon.

Still AM-10

Mat 689-1E

JANE WYMAN'S DIFFICULT ROLE

Considered the most challenging role of the year is Jane Wyman's assignment in Warner Bros.' heralded drama, "Johnny Belinda," which opens next Friday at the Strand Theatre. Miss Wyman, usually allotted glamor parts for the screen, submerges her own personality completely in "Johnny Belinda."

She plays an uncultured country girl, dwelling among fishing and farming folk on Prince Edward Island, in Nova Scotia. Lew Ayres, as the young village doctor, is the only person to penetrate her drab world.

Miss Wyman says about her role:

"I completely altered the timing of my acting to where I was always one beat late; never reacting squarely on the line or cue. So, whenever I walked in a scene, I began with my left foot instead of my right and used my left hand to get over the feeling of unsureness. In other words, it was a reversal of Jane Wyman who had worked all these years to make herself into a positive personality."

Agnes Moorehead Wanted To Emote

Like another lady, named Ann Sheridan, Agnes Moorehead once taught school. And like Miss Sheridan, Miss Moorehead is just as glad it's all behind her now. She'd rather be an actress. She's just as happy as she can be, she says, playing disagreeable ladies for Warner Bros.' pictures like "Dark Passage" and her newest, "Johnny Belinda."

Miss Moorehead is a Presbyterian minister's daughter and she sometimes wonders what her father's former parishioners think of her.

Miss Moorehead taught school at Soldiers Grove, Wisc., shortly after she won her master's degree in English and public speaking at the University of Wisconsin. Her teaching gave her enough savings to send her to the American Academy of Dramatic Arts.

Miss Moorehead shares honors with co-stars, Jane Wyman and Lew Ayres in "Johnny Belinda," which opens next Friday at the Strand. Charles Bickford is in the cast.

LEW AYRES CAST IN DOCTOR PART

Lew Ayres, the actor who's taken more pulses than any living player on the screen today, is back at it again.

He plays Dr. Robert Richardson in Warner Bros.' "Johnny Belinda," starring Jane Wyman and himself which opens on Friday at the Strand Theatre.

Like any other ethical medico, Ayres won't discuss another doctor, Dr. Kildare, he once knew.

"Just say," says Dr. Richardson, or Lew Ayres, "that I knew Dr. Kildare for years and that he was a very good man in his profession."

As Dr. Richardson, Lew Ayres ministers mainly to Miss Wyman, a poor country lass, woe-folly mistreated by her father, Charles Bickford, and by the townspeople of her Cape Breton Island village.

STAR PASSES BY, NARY A STARE

Jane Wyman accomplished what every well-known star fiercely desires — complete anonymity.

As "Belinda McDonald," the character she portrays in "Johnny Belinda," Jane wears an old, dirty mother-hubbard. Her hair is dishevelled and she wears no makeup whatsoever.

Because of the nature of her role, Jane was able to walk the streets of historic Fort Bragg during shooting and neighboring Noyo and Mendocino just as any other tourist.

Not once, during her month's stay in the northern California town, was Miss Wyman recognized by townspeople. She, however, heard herself described innumerable times by many a town gossip who declared to associates that he was a "good friend" of hers.

Listening in on herself, so to speak, Jane has learned that she: is a blonde, brunette, red-haired, beauty, bright, good-natured, bad-natured, kind, and even penurious.

Sharing stellar honors with Jane in "Johnny Belinda" is Lew Ayres. These two under Jean Negulesco's skilled direction are reported to turn in two of the year's outstanding performances on the screen.

ACTRESS SHINES IN WARNER FILM

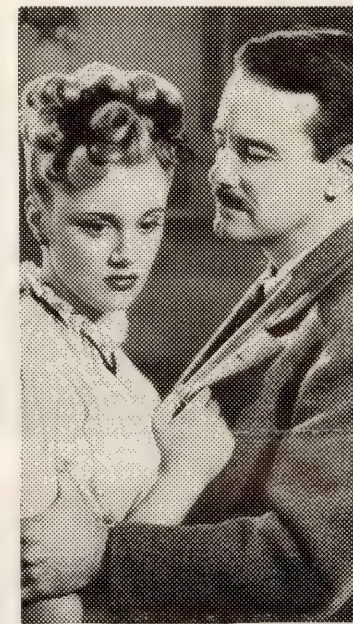
Eleven years ago a pert little number clowning her way through a Warner Bros. picture called "Smart Blonde."

It wasn't much of a part Jane Wyman had, but she made it sparkle.

So pert and fresh was the youngster that Mervin LeRoy, the producer-director, decided that she was just the one for his production of "The King and the Chorus Girl."

Since then she has acquitted herself in dozens of fine performances at her studio as a gay, gag-loving girl until today she's left such impersonations far behind her for the most dramatic role of her career—the part of a little, un-loved slavey in "Johnny Belinda," which comes to the Strand Theatre on Friday.

As "Belinda," Jane Wyman wears no makeup and has a "wardrobe" consisting of one old mother-hubbard. In the picture she is beaten, betrayed and nearly murdered. She hasn't a "pretty" scene in the entire film.



LEW AYRES and JANE WYMAN as they appear in Warner Bros.' much-discussed drama, "Johnny Belinda," now at the Strand Theatre.

Still 689-120

Mat 689-1D

DRAMA AT STRAND



EXCITEMENT fills the screen when Jane Wyman, the appealing heroine of Warner Bros.' sensational drama, "Johnny Belinda," fights for her child. Opening next Friday at the Strand Theatre.

Still 689-110

Mat 689-2A



DARK MOMENT. An artist's impression of one of the most dramatic scenes in Warner Bros.' widely-discussed drama, "Johnny Belinda," in which Jane Wyman turns in one of Hollywood's finest performances. With her, above, is newcomer Stephen McNally. Now at the Strand Theatre.

Still 689-545

Mat 689-2E

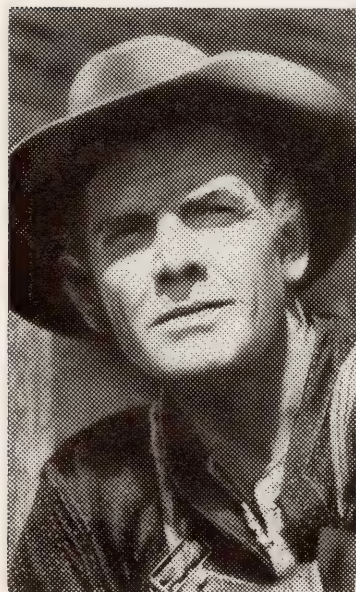
JANE WYMAN'S BIGGEST TEST

From a wise-cracking show-girl of "The Doughgirls" to a poor, friendless little waif in "Johnny Belinda" is just part of a day's work for a good actress. That's why Jane Wyman was selected for both roles.

"The Doughgirls" is now history. Critics acclaimed Jane's work in the Warner Bros. picture. They're going to have another chance to acclaim her, according to her Warner Bros. bosses, in "Johnny Belinda," opening Friday at the Strand.

Co-starred with Lew Ayres, Jane appears in "Johnny Belinda," with Jean Negulesco directing. The Elmer Harris play of the same name was cause for rejoicing along Broadway several seasons ago, adding considerable luster to the name of Helen Craig who did the starring role.

Now adapted to the screen by Irmgard von Cube and Allen Vincent, "Johnny Belinda" emerges in script form as one of Warners' most important undertakings. In addition to Miss Wyman and Ayres, the cast includes Charles Bickford and Agnes Moorehead. Shooting was done at Fort Bragg and Mendocino, Calif., two towns closely resembling the Nova Scotia towns in which the story was originally laid.



CHARLES BICKFORD

Still 689-19

Mat 689-1C

'Johnny Belinda' Coming Here Soon

Jerry Wald, whose "Mildred Pierce" for Warner Bros. won Joan Crawford the 1945 Academy Award, produced the sensational drama, "Johnny Belinda," co-starring Jane Wyman and Lew Ayres, coming soon to the Strand Theatre. Irmgard von Cube and Allen Vincent adapted.

COLUMN CHATTER

Facts About Jane Wyman and Lew Ayres

That Jane Wyman is a three-time winner: meaning it took her three times to make her niche in Hollywood.

That the first time was when she was eight, when, as Sarah Jane Fuls, she was hoped to be another Shirley Temple by doting parents.

That the next time was in 1929 she hit the town as a dancer, appearing in a few motion picture choruses.

That the third trip from St. Joseph, Mo., her home town, to Hollywood, came via middle west appearances as a radio singer under the name of Jane Durrell, and that from 1934, her date of arrival, until 1936, she took any parts that came her way until achieving recognition and a Warner Bros. contract for her work with William Powell and Carole Lombard in "My Man Godfrey."

That she has been with Warners ever since, having just signed a 10-year contract for two pictures a year.

That her first film under the new deal is "Johnny Belinda," in which she plays a friendless, shabby little farm slavey.

That she took the role on a dare, and now is convinced that it is the most honest part (notwithstanding her role in "The Yearling") she ever attempted.

ACTRESS SHOWS HER VERSATILE TALENT IN FILM

"You many not like me on the screen," Agnes Moorehead says, "but I think you remember me." That casual remark from Warner Bros.' distinguished actress who now appears in that sensational drama, "Johnny Belinda," co-starring Jane Wyman and Lew Ayres, opening next week at the Strand Theatre.

Her career spans quite wide canvas, starting in Wisconsin where she studied at the State University. Later she enrolled at the American Academy of Dramatic Arts, graduating in the same class with Rosalind Russell. Radio was her next step.

It was while appearing on the radio with such stars as Bob Hope, Bea Lillie, Bert Lahr, Al Pierce and Fred Allen that she met Orson Welles, who signed her immediately as one of his famous Mercury Players. She thus reached the screen through Welles by virtue of his first screen production, "Citizen Kane."

It was after a long succession of roles as villainesses or drab, frustrated, bitter women that Miss Moorehead surprised everyone as the wise, witty and worldly Baroness Aspasia Conti in "Mrs. Parkington." That was just to prove, she says, that she can play pleasant people when called upon.

In "Johnny Belinda," Miss Moorehead essays the role of a drab woman who works on the bleak Nova Scotia farm. She considers it one of her finest characters to date.



JANE WYMAN and LEW AYRES, stars of Warner Bros.' brilliant drama, "Johnny Belinda," opening Friday at the Strand Theatre.

Still 689-530

Mat 689-1F

Silent Star Plays In 'Johnny Belinda'

Monte Blue, well known silent star, appears in a supporting role in Warner Bros.' much discussed drama, "Johnny Belinda," starring Jane Wyman and Lew Ayres, which comes next Friday to the Strand Theatre. He plays the role of a fisherman in this unusual drama of Nova Scotia folk and their world.

Monte is one of the busiest character players on the Warner lot. Recently he was seen in "Key Largo" in which he played the part of the sheriff.

Agnes Moorehead Played Repertory

Agnes Moorehead, who plays an important role in Warner Bros.' dramatic sensation, "Johnny Belinda," coming soon to the Strand Theatre, was originally a member of Orson Welles' celebrated repertory troupe, The Mercury Players, before coming to Hollywood a few years ago under contract.



JAN STERLING

Still J.ST-19

Mat 689-1A

Retouched Art from the Ads Available as 8x10 Stills

USEFUL FOR YOUR SPECIAL ADS OR LOBBIES. ORDER SET OR INDIVIDUALLY FROM NATIONAL SCREEN.



689 - 545



689 - ART C



689 - ART B



689 - ART F



689 - ART E



689 - ART G

Newest Warner Bros.-Vitaphone Short Subjects



Vitaphone One-Sheets
Available at National Screen
Service Exchanges

"SO YOU WANT TO BE IN POLITICS" . . .
Joe McDoakes runs for city dog catcher
in this delightful satire on politics and is
elected, but the dogs have the final say.

5401 . . . Joe McDoakes Comedy—10 min.

"GAUCHOS OF THE PAMPAS" . . . This
short is a color camera tour of one of
Uruguay's famous ranch estates, highlight-
ing the legendary gauchos who tend the
ranch's many cattle and sheep.

4513 . . . Technicolor Sports Parade—10 min.

"MY OWN UNITED STATES" . . . A
panoramic view of the beauties of the
American scene from coast to coast and
from border to border is the colorful con-
tents of this two-reeler.

4008 . . . Technicolor Special—19 min.

"A LAD IN HIS LAMP" . . . In Bagdad,
Bugs Bunny discovers Aladdin's lamp. Then
he encounters the local Caliph and a Genie,
and a magic carpet is thrown in for good
measure.

4711 . . . Bugs Bunny Technicolor Special
—7 min.

"ROARING WHEELS" . . . Risking and
sometimes losing their lives, dare-devils of
automobile racing depict the development
of the automotive industry from the turn
of the century to the present.

5601 . . . Sports News Review—10 min.

LOBBIES

Two 40 x 60's

For a
Big Flash
BOTH Out
Front and
In Your
Lobby!

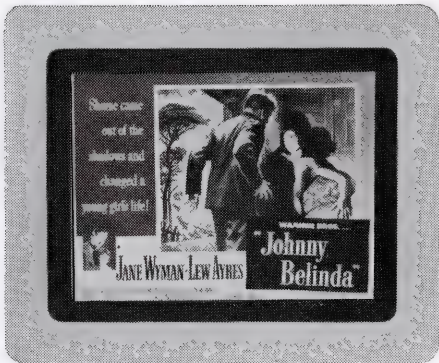


INSERT CARD



COLORED 22 x 28

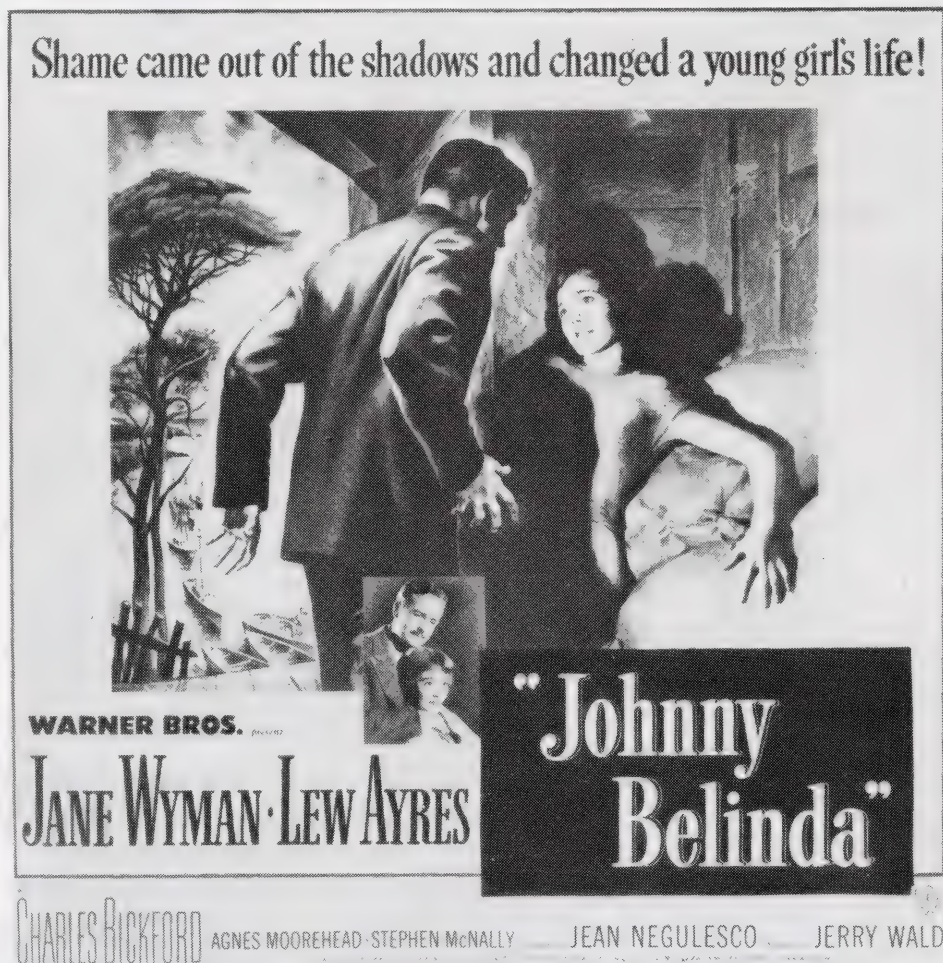
Order All
Accessories and
Posters from
National Screen
Service



SLIDE



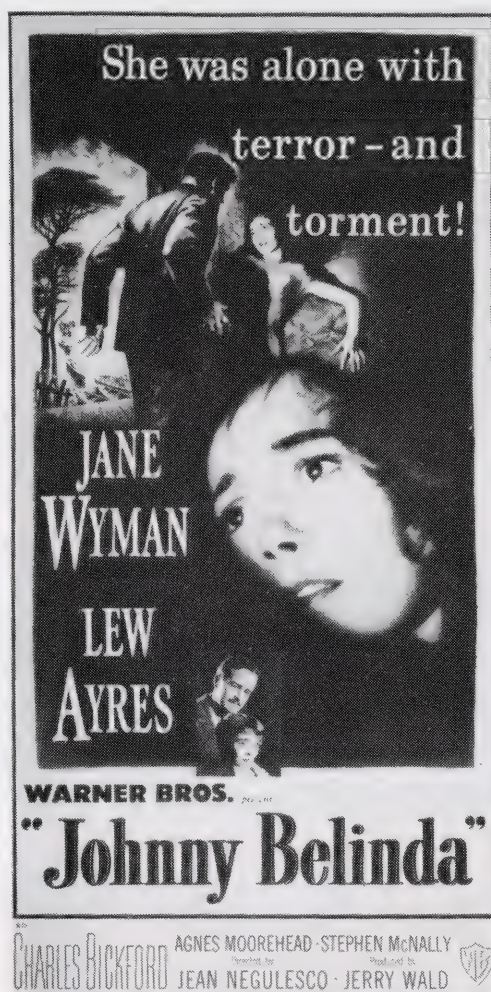
COLORED 11 x 14's
Set of Eight



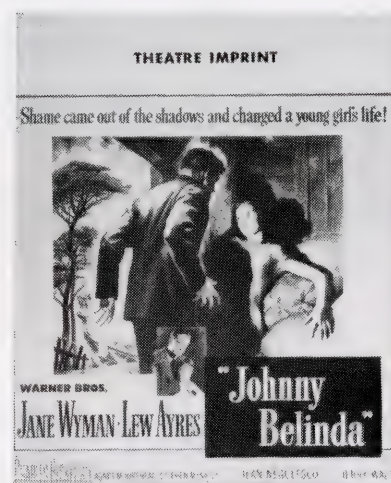
THE SIX-SHEET



THE ONE-SHEET



THE THREE-SHEET



WINDOW CARD

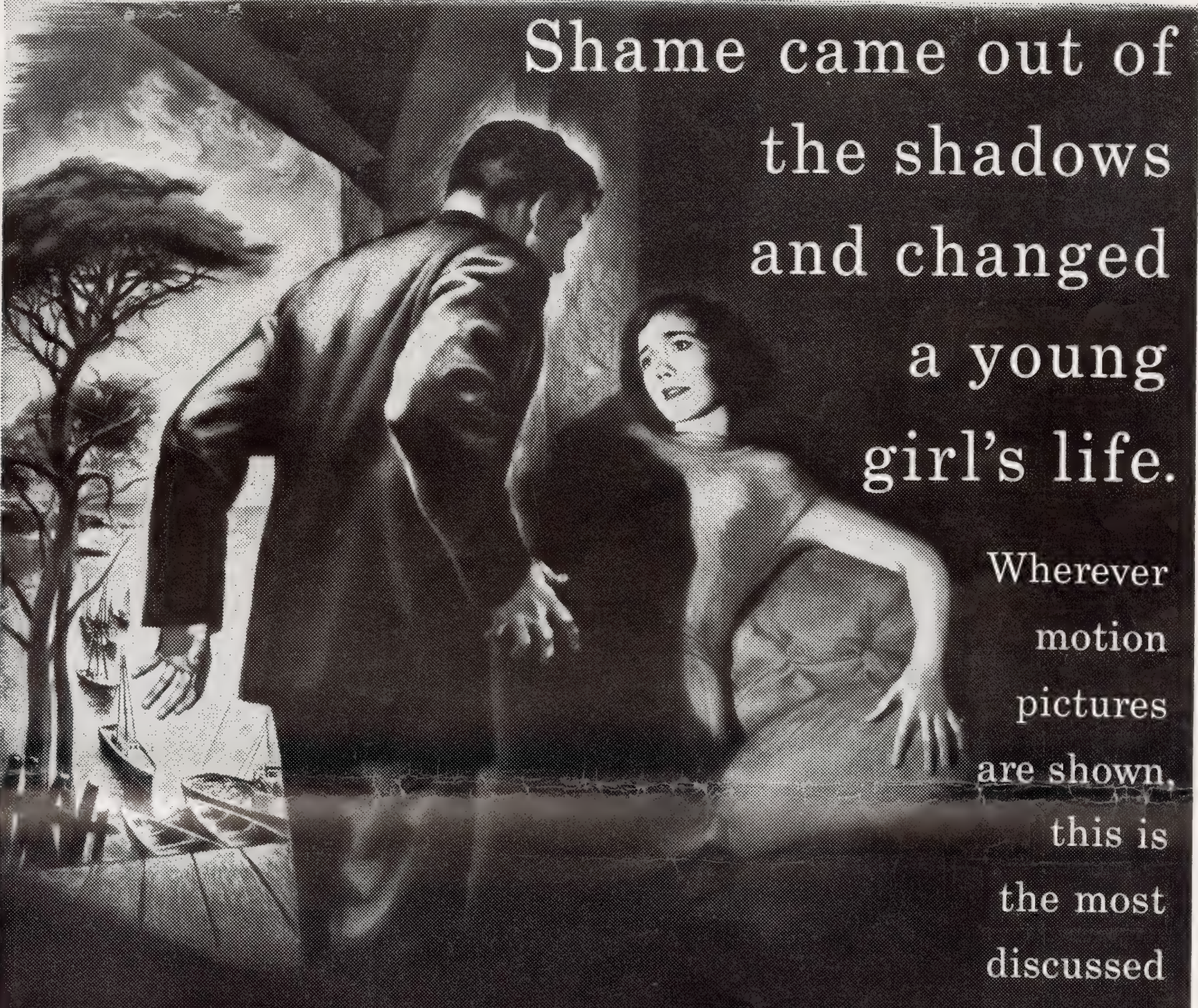
There's Something NEW About Our 24-SHEETS!



Warner Bros. have another advertising first—the new multi-color 24-sheet! It is illustrated by a leading American artist and lithographed with a special new brilliant process. Employing nine colors and impressions instead of the usual four, this 24-sheet has been designed to give you a lavish, quick-reading, billboard flash!



Order from National Screen Service—regular price—for your most important 24-sheet showing this year!



Shame came out of
the shadows
and changed
a young
girl's life.

Wherever
motion
pictures
are shown,
this is
the most
discussed
drama of
the year!

JANE WYMAN
*in a characterization so unusual and
courageously different that it is certain
to be a lasting experience.*



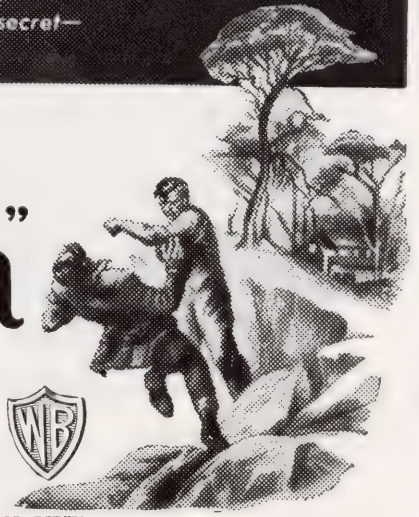
LEW AYRES
*in an endearing performance,
as the doctor first to find her secret—
first to share her shame.*

WARNER BROS. present a daring and courageous new dramatic achievement

"Johnny Belinda"

WITH
CHARLES BICKFORD

AGNES MOOREHEAD • STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO • PRODUCED BY JERRY WALD



Screen Play by IRMGARD VON CUBE and ALLEN VINCENT • From the Stage Play by Elmer Harris • Produced by Harry Wagstaff Gribble • Music by MAX STEINER

Mat 402—4 cols. x 10 $\frac{1}{2}$ inches (580 lines)

This ad also in three-column size. See page 10A.



There
was
temptation
in
her
helpless
silence...

JANE
WYMAN

Her performance
is one of the greatest
the screen has seen!

LEW
AYRES

As the doctor
first to know
her shame!



AND
THEN
TORMENT!

Wherever motion pictures are
shown, this story of a young
girl's betrayal is the year's
most discussed drama!

WARNER BROS. present a daring and courageous new dramatic achievement

"Johnny Belinda"

WITH

CHARLES BICKFORD

AGNES MOOREHEAD

STEPHEN McNALLY

DIRECTED BY

PRODUCED BY

JEAN NEGULESCO

JERRY WALD



Screen Play by IRMGARD VON CUBE and ALLEN VINCENT • From the Stage Play by Elmer Harris • Produced by Harry Wagstaff Gribble • Music by MAX STEINER

Mat 305—3 cols. x 12 $\frac{1}{2}$ inches (540 lines)

This ad also in two-column size. See page 5A.

There was temptation
in her helpless silence



Wherever motion pictures
are shown, this is the year's
most discussed drama!

...and then torment

WARNER BROS. present a daring and courageous new entertainment

JANE WYMAN

One of the all-time great performances —
it will stay with you forever!

LEW AYRES

The doctor first to find her secret,
first to share her shame.



"Johnny Belinda"



WITH
CHARLES BICKFORD

AGNES MOOREHEAD · STEPHEN McNALLY · JEAN NEGULESCO · JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

Mat 403—4 cols. x 11¼ inches (632 lines)

This ad also in three-column size. See page 9A.

Shame came out
of the shadows

AND CHANGED A
YOUNG GIRL'S

LIFE!

— Loveless,
she found
love.
— Disgraced,
she found
honor.
This is the
picture
to see!



WARNER BROS.
PRESENT

JANE
WYMAN

Her performance
is one of the
screen's greatest!

LEW
AYRES

As the doctor
first to know
her secret!



WHEREVER MOTION PICTURES ARE SHOWN,
THE MOST DISCUSSED DRAMA THIS YEAR IS

"Johnny
Belinda"



WITH

CHARLES BICKFORD

AGNES MOOREHEAD • STEPHEN McNALLY

DIRECTED BY

PRODUCED BY

JEAN NEGULESCO • JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris
Produced by Harry Wagstaff Gribble Music by MAX STEINER



SENSATION!



SENSATION!

Wherever
motion
pictures
are shown
the story
of this
girl's
betrayal
is the
year's
most
discussed
drama!



JANE WYMAN
LEW AYRES

IN WARNER BROS'.
NEW DRAMATIC ACHIEVEMENT

"Johnny
Belinda"



CHARLES BICKFORD

AGNES MOOREHEAD
STEPHEN McNALLY



DIRECTED BY JEAN NEGULESCO

PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris Produced by Harry Wagstaff Gribble Music by MAX STEINER

Mat 103

1 col. x 11 3/4 inches (157 lines)

Mat 207

2 cols. x 15 3/4 inches
(440 lines)



Betrayed in
helpless silence
...when one cry
would have stopped him!

**WHEREVER MOTION PICTURES
ARE SHOWN 'JOHNNY BELINDA'
IS THIS YEAR'S MOST
DISCUSSED DRAMA!**

JANE LEW
WYMAN · AYRES
IN WARNER BROS. DRAMATIC TRIUMPH!



"Johnny Belinda"

WITH
CHARLES BICKFORD AGNES MOOREHEAD
STEPHEN McNALLY

DIRECTED BY JEAN NEGULESCO PRODUCED BY JERRY WALD
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris
Produced by Harry Wagstaff Gribble Music by MAX STEINER



Mat 205—2 cols. x 11 inches (310 lines)



There
was
temptation
in
her
helpless
silence...

JANE
WYMAN

Her performance is
one of the greatest
the screen has seen!

LEW
AYRES

As the doctor
first to know
her shame!



AND
THEN
TORMENT!

Wherever motion pictures
are shown, this is the
year's most discussed
drama!

WARNER BROS. new dramatic achievement

"Johnny Belinda"

WITH
CHARLES BICKFORD AGNES MOOREHEAD STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris Produced by Harry Wagstaff Gribble Music by MAX STEINER

Mat 204—2 cols. x 8½ inches (238 lines)

This ad also in three-column size. See page 2A.

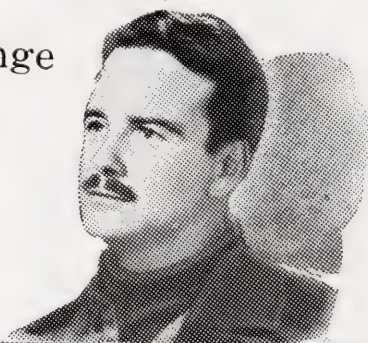


THEATRE
IMPRINT

A STORY
THAT HAS
SENSATION
WRITTEN ALL OVER IT!

NEVER A PICTURE LIKE IT!

So daring it must be seen — this story of shame
that came out of the shadows to change
a young girl's life — so dramatic it will
be hailed as the year's greatest
screen achievement!



You'll see Jane give
one of the screen's
really outstanding
performances!



JANE LEW
WYMAN · AYRES
IN WARNER BROS. DRAMATIC TRIUMPH

**“Johnny
Belinda”**

WITH
CHARLES BICKFORD
AGNES MOOREHEAD · STEPHEN McNALLY

DIRECTED BY
JEAN NEGULESCO · JERRY WALD



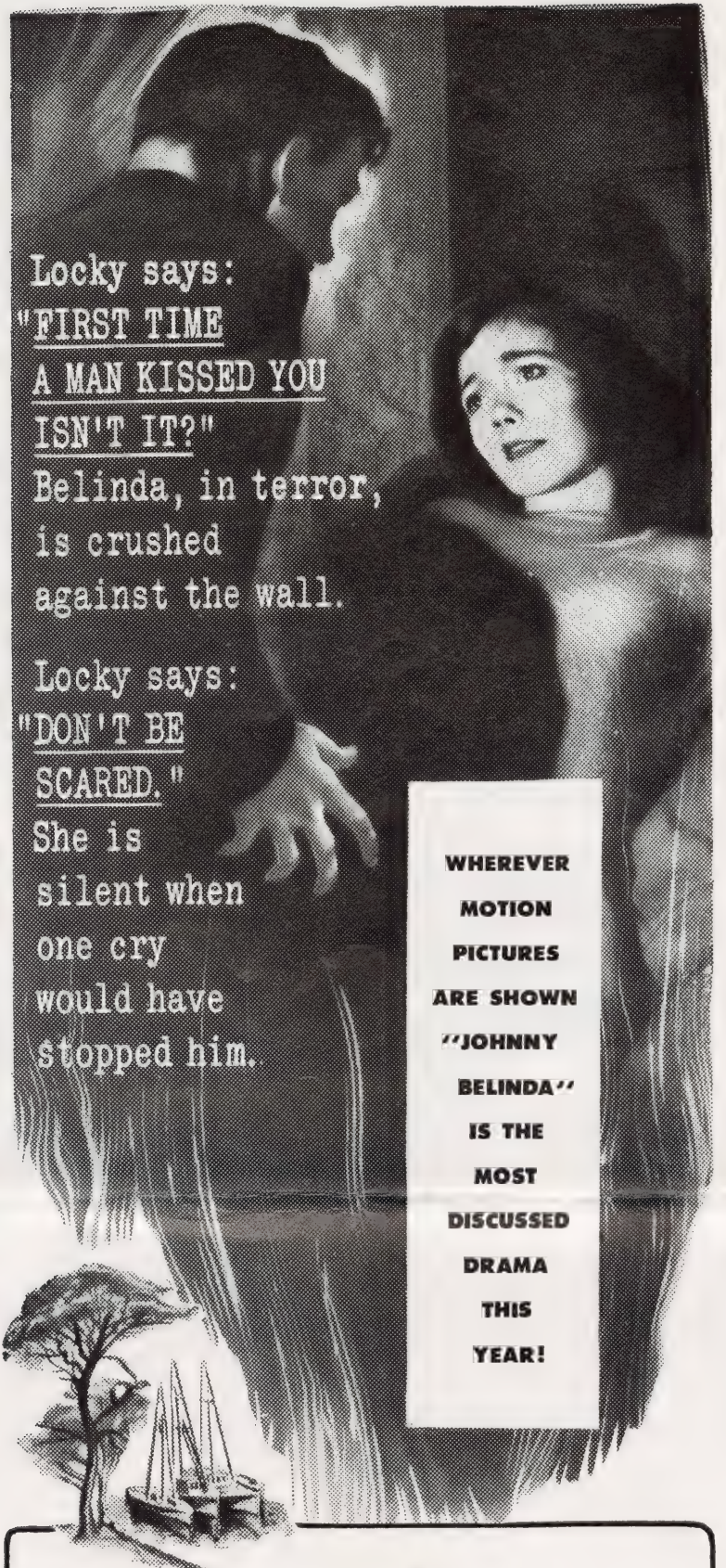
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play
by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

Mat 306—3 cols. x 14½ inches (609 lines)

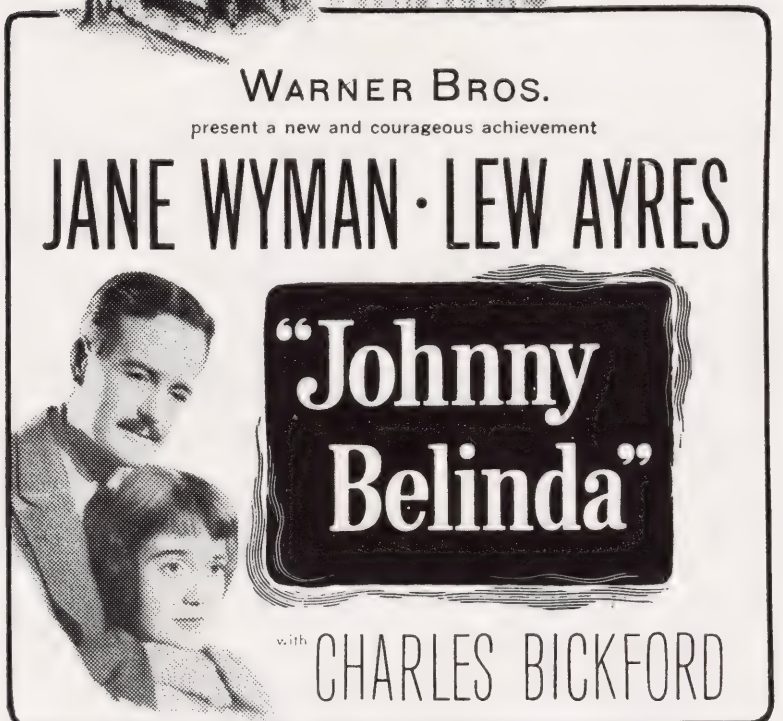


with **CHARLES BICKFORD**
 AGNES MOOREHEAD · STEPHEN McNALLY
 DIRECTED BY **JEAN NEGULESCO** · PRODUCED BY **JERRY WALD**
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

Mat 102
 1 col. x 5¼ inches (73 lines)

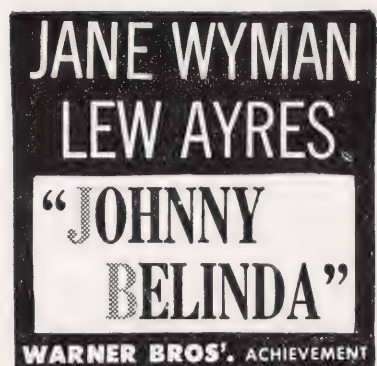


WHEREVER
 MOTION
 PICTURES
 ARE SHOWN
 "JOHNNY
 BELINDA"
 IS THE
 MOST
 DISCUSSED
 DRAMA
 THIS
 YEAR!



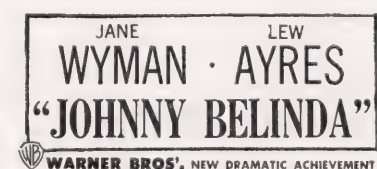
with **CHARLES BICKFORD**
 AGNES MOOREHEAD · STEPHEN McNALLY
 DIRECTED BY **JEAN NEGULESCO** · PRODUCED BY **JERRY WALD**
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

Mat 206—2 cols. x 12¾ inches (360 lines)



WITH **CHARLES BICKFORD**
 AGNES MOOREHEAD · STEPHEN McNALLY
 DIRECTED BY **JEAN NEGULESCO** · PRODUCED BY **JERRY WALD**
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

1 col. x 2½ inches (37 lines)



WITH **CHARLES BICKFORD**
 AGNES MOOREHEAD · STEPHEN McNALLY
 DIRECTED BY **JEAN NEGULESCO** · PRODUCED BY **JERRY WALD**
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

1 col x 1¼ inches (17 lines)

SHAME CAME OUT OF THE SHADOWS AND CHANGED A YOUNG GIRL'S LIFE!



WARNER BROS'. NEW DRAMATIC ACHIEVEMENT

JANE WYMAN · LEW AYRES IN "JOHNNY BELINDA"

Wherever motion pictures are shown, this is the most discussed drama of the year!

WITH

CHARLES BICKFORD

AGNES MOOREHEAD ·

STEPHEN McNALLY

DIRECTED BY JEAN NEGULESCO

PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER



Mat 401—4 cols. x 7½ inches (424 lines)

This ad also in three-column size. See page 12A.

Trailer Copy for Special Ads and Lobbies

With courage he fought the strange fears that held her!

With understanding he brought a new light to her days!

With love he gave a new meaning to her life!

"JOHNNY BELINDA"

With a cast of unequalled distinction!

JANE WYMAN LEW AYRES
AGNES MOOREHEAD

Here, in one motion picture combining a memorable story with outstanding performances . . .

WARNER BROS.

Proudly presents a triumph destined to take its place among the truly great screen achievements of all time!

"JOHNNY BELINDA"

There was temptation
in her helpless silence



Wherever motion pictures
are shown, this is the year's
most discussed drama!

...and then torment

WARNER BROS. present a daring and courageous new entertainment

JANE WYMAN **LEW AYRES**

One of the all-time great performances —
it will stay with you forever!

The doctor first to find her secret,
first to share her shame.



"Johnny Belinda"



WITH **CHARLES BICKFORD**

AGNES MOOREHEAD · STEPHEN McNALLY · JEAN NEGULESCO · JERRY WALD
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

DIRECTED BY

PRODUCED BY

Mat 303—3 cols. x 8½ inches (354 lines)

This ad also in four-column size. See page 3A.

Official Billing

(NOTE: this credit
must be 50%)

WARNER BROS. 50%

Pictures, Inc. Presents 5%

JANE WYMAN — LEW AYRES 100%

in

"JOHNNY BELINDA" 100%

with

CHARLES BICKFORD 75%

AGNES MOOREHEAD — STEPHEN McNALLY 20%

Screen Play by

Irmgard Von Cube and Allen Vincent 3%

From the Stage Play by Elmer Harris 2%

Produced by Harry Wagstaff Gribble 2%

Directed by Jean Negulesco 25%

Music by Max Steiner 3%

Produced by Jerry Wald 25%

A WARNER BROS. 5%

First National Picture 2%

Shame came out of
the shadows
and changed
a young
girl's life.

Wherever
motion
pictures
are shown,
this is
the most
discussed
drama of
the year!

JANE WYMAN
in a performance the screen
has rarely seen!



LEW AYRES
as the doctor first to
know her secret!

WARNER BROS. present a daring and courageous new dramatic achievement

"Johnny Belinda"

WITH
CHARLES BICKFORD AGNES MOOREHEAD • STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT - From the Stage Play by Elmer Harris - Produced by Harry Wagstaff Gribble - Music by MAX STEINER



Mat 302—3 cols. x 7 $\frac{1}{4}$ inches (327 lines)

This ad also in four-column size. See page 1A.

JANE WYMAN • LEW AYRES
IN WARNER BROS'. NEW DRAMATIC ACHIEVEMENT

"Johnny Belinda"

WITH
CHARLES BICKFORD AGNES MOOREHEAD
STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT - From the Stage Play by Elmer Harris - Produced by Harry Wagstaff Gribble - Music by MAX STEINER

Mat 202—2 cols. x 2 $\frac{3}{8}$ inches (66 lines)

ALONE WITH
TERROR AND
TORMENT

...FACE TO
FACE WITH
SHAME!

The doctor is the first to share her secret!

JANE WYMAN
LEW AYRES

Wherever Motion Pictures are shown, this is the most discussed drama of the year!

WARNER BROS.
"Johnny Belinda"

WITH CHARLES BICKFORD AGNES MOOREHEAD • STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris Produced by Harry Wagstaff Gribble Music by MAX STEINER

WB

Mat 304—3 cols. x 8½ inches (354 lines)

JANE WYMAN • LEW AYRES

"Johnny Belinda"

WARNER BROS'. NEW DRAMATIC ACHIEVEMENT

WITH CHARLES BICKFORD AGNES MOOREHEAD • STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris Produced by Harry Wagstaff Gribble Music by MAX STEINER

WB

Mat 201—2 cols. x 1¾ inches (48 lines)

SHAME CAME OUT OF THE SHADOWS AND CHANGED A YOUNG GIRL'S LIFE!



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JANE WYMAN · LEW AYRES IN **"JOHNNY BELINDA"**

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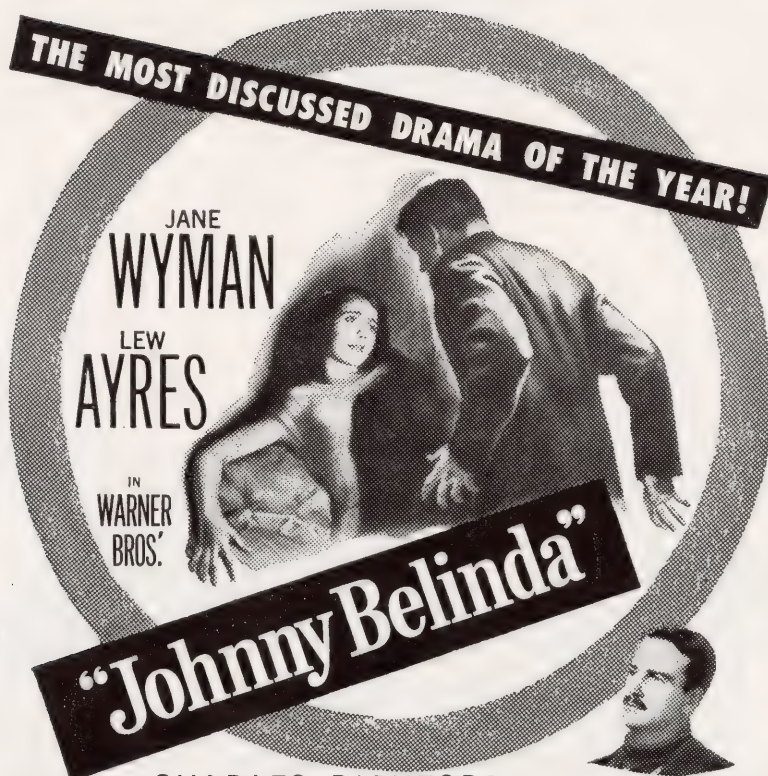
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER



Mat 301—3 cols. x 5 $\frac{5}{8}$ inches (240 lines)

This ad also in four-column size. See page 8A.

THE MOST DISCUSSED DRAMA OF THE YEAR!



"Johnny Belinda"

with CHARLES BICKFORD AGNES MOOREHEAD
STEPHEN McNALLY

DIRECTED BY JEAN NEGULESCO PRODUCED BY JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT · From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER



Mat 203—2 cols. x 4 $\frac{3}{8}$ inches (128 lines)

Final Copy Based On Actual Results of the ACADEMY AWARDS to 'JOHNNY BELINDA' and 'TREASURE OF SIERRA MADRE'

JANE WYMAN LEADS 'OSCAR' WINNERS HERE

Jane Wyman, who won the Academy Award for her unforgettable performance in Warner Bros.' drama, "Johnny Belinda," returns in that prize-winning picture to the (theatre) starting for a special engagement, the management announces.

No picture in years has received such world-wide acclaim as this memorable drama set against the bleak Nova Scotia coastline, in which the actress speaks not a single word throughout her role.

Sharing the spotlight with "Johnny Belinda" will be "Treasure of Sierra Madre," starring Humphrey Bogart as a greed-driven prospector in the wilds of the Mexican gold country. This unusual drama also came in for its share of "Oscars," winning awards for "best screenplay of the year," "best director"—John Huston; "best supporting actor"—Walter Huston. Walter and John Huston are father and son.

The widespread comment on Miss Wyman in "Johnny Belinda" had the management rushing an early repeat date on this important film. Coupled with "Treasure of Sierra Madre," the dual program promises one of the strongest presented at the (theatre) in recent years.

ACADEMY AWARD FILMS RETURN

Warner Bros.' ace dramas, "Johnny Belinda," starring Jane Wyman and Lew Ayres, and "Treasure of Sierra Madre," Humphrey Bogart starrer, which between them have just won four of the most important Academy Award "Oscars", open a special return showing on at the (theatre).

The awards include: Jane Wyman—"Best Actress"; John Huston—"Best Director"; Walter Huston—"Best Supporting Actor"; in addition "Treasure of Sierra Madre" won the award for "Best Screenplay". Walter and John Huston are, incidentally, father and son.

Both of these Warner productions were made in the same year, and were up for 16 Academy nominations, an unusual distinction. Both films have won international praise, and when Hollywood itself honored them, the moviegoing public clamored for their return.

"Johnny Belinda" is the drama of the Nova Scotia farm girl, unable to speak a word, who is led out of her darkness to a full life by an understanding doctor. Jane Wyman and Lew Ayres play the key roles.

"Treasure of Sierra Madre" is a powerful adventure yarn about the Mexican badlands, and stars Humphrey Bogart and Walter Huston.

**THE SCREEN'S TWO MOST HONORED TRIUMPHS
TOGETHER!!!!**

**THE PICTURE THAT WON
JANE WYMAN THE
ACADEMY AWARD!**

**WARNER BROS. PRESENT
JANE WYMAN • LEW AYRES
"JOHNNY BELINDA"**
WITH CHARLES BICKFORD
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT • PRODUCED BY JERRY WALD
DIRECTED BY JEAN NEGULESCO • AGNES MOOREHEAD • STEPHEN McNALLY
Produced by Harry Wagstaff Gribble • Music by MAX STEINER

PLUS!

**THE PICTURE THAT WON
THE ACADEMY AWARD FOR
BEST SCREENPLAY!
BEST DIRECTION!
BEST SUPPORTING ACTOR!**

**WARNER BROS. present
"TREASURE OF SIERRA MADRE"**
WITH HUMPHREY BOGART
"TREASURE OF SIERRA MADRE" starring WALTER HUSTON • TIM HOLT • BRUCE BENNETT
DIRECTED BY JOHN HUSTON • PRODUCED BY JOHN HUSTON • BASED ON THE NOVEL BY B. TRAVEN • MUSIC BY MAX STEINER

T H E A T R E N A M E

SPECIAL RETURN ENGAGEMENT!
THE PICTURE THAT WON
JANE WYMAN
THE ACADEMY AWARD!

Warner Bros.
 present
JANE WYMAN
LEW AYRES
 in
"JOHNNY BELINDA"
 JANE WYMAN • LEW AYRES
 in "JOHNNY BELINDA"
 with CHARLES BICKFORD AGNES MOOREHEAD
 STEPHEN McNALLY
 directed by JEAN NEGULESCO
 produced by JERRY WALD
 Produced by Harry Wagstaff Gribble
 Screen Play by Irmgard Von Cube and Allen Vincent
 From the Stage Play by Elmer Harris
 Music by Max Steiner

PLUS! THE PICTURE THAT
 WON 3 ACADEMY AWARDS!

Warner Bros.
"TREASURE OF SIERRA MADRE"
 STARRING HUMPHREY BOGART
 and WALTER HUSTON • TIM HOLT • BRUCE BENNETT
 directed by JOHN HUSTON produced by HENRY BLANKE
 Screen Play by John Huston
 Based on the Novel by B. Traven
 Music by Max Steiner
 Best Screenplay!
 Best Director!
 Best Supporting Actor!

THEATRE

Mat 202-A—2 cols. x 9 3/4 inches (272 lines)



J.W. A 1106

Special 8x10 Stills
for
LOBBIES and BLOW-UPS!
 Order the Oscar Set of 3,
 or individually, from National Screen



OSCAR B



W.B.S. 674

THE SCREEN'S TWO MOST HONORED TRIUMPHS TOGETHER!!!!
 THE PICTURE THAT WON
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 Screen Play by JOHN HUSTON • BASED ON THE NOVEL BY B. TRAVEN
 Music by MAX STEINER
THEATRE NAME

Mat 201-A—2 cols. x 7 3/4 inches (216 lines)

(Review)

Jane Wyman Triumphs Opposite Lew Ayres in 'Johnny Belinda'



JANE WYMAN plays her most exacting role in "Johnny Belinda," due soon at the Strand Theatre.
Still JW-1079 Mat 689-1B

JANE WYMAN'S BIGGEST TEST

From a wise-cracking show-girl of "The Doughgirls" to a poor, friendless little waif in "Johnny Belinda" is just part of a day's work for a good actress. That's why Jane Wyman was selected for both roles. "The Doughgirls" is now history. Critics acclaimed Jane's work in the picture.



LEW AYRES co-stars with Jane Wyman in sensational drama, "Johnny Belinda," due soon.
Still LA-5 Mat 689-1G

Sheer artistry stamps new drama, "Johnny Belinda," which co-stars the amazing Jane Wyman and Lew Ayres. This unusual film opened yesterday at the Strand Theatre and captivated the audience with its dramatic impact and excitement.

It is a simply-told tale of love and betrayal, and through the meritorious team work of all departments, something rare has been turned out. Filmed in black and white against a stark coastline, many scenes of fleeting beauty have been captured by the camera. Then Miss Wyman's triumphant performance is something special to get excited over. Heretofore, associated with glib characters, she completely submerges her personality into Belinda, the pathetic country lass, who is limited in self expression until love comes her way. It is a

challenge which many Hollywood actresses would shun, but Miss Wyman meets it with superb skill.

Casting Ayres opposite Miss Wyman in another asset. His quiet charm compliments her appeal, and he makes his doctor's role impressive. Charles Bickford is another important member of the cast, playing Belinda's gruff father who is later killed. He is excellent. That sterling character actress Agnes Moorehead, is also present and one can expect some very fine acting from her.

Two newcomers bow in also. Stephen McNally plays the heavy role here, and a stunning blonde actress, Jan Sterling, registers as the village belle.

Briefly, the drama relates the plight of Belinda, who does most of the hard chores on her father's bleak farm. No one pays any attention to her and kind-

ness is unknown to her, until the village doctor appears and tries to educate her. Her life takes on new interest, until one night a bully attacks her. Her life then becomes a public scandal and she is ostracized. She fights for her baby and kills her attacker. Placed on trial the doctor comes to her assistance in a most unusual climax. Throughout this emotional drama, Jean Negulesco has kept the warmth and appeal of Belinda paramount.

A last word for Miss Wyman. She has a beauty which is different from any other actress of the screen, and her talent which has been expanding with leaps and bounds of late, comes into full stature here as Belinda. Her performance is flawless in its carefully timed creation. Others would have faltered at this unusual assignment, but Miss Wyman. She's superb!

BICKFORD LIKES TO FIGHT BUT—

Charles Bickford thinks Steve McNally is a promising actor and a very nice guy indeed. But he wishes Steve would learn to fight—motion picture fashion.

Bickford and McNally do mortal combat in "Johnny Belinda," which was shot at Fort Bragg, Calif. The script called for McNally to kill Bickford.

Bickford has been fighting in films since 1929, when he did "Dynamite" for C. B. De Mille.

Steve McNally is comparatively new to motion pictures and camera-staged fights. During shooting, therefore, he hit Bickford with everything loose. Bickford, who doesn't claim to be young anymore, went around with a couple of shiners, and torn fingers.

Silent Star Plays In 'Johnny Belinda'

Monte Blue, well known silent star, appears in a supporting role in much discussed drama, "Johnny Belinda," starring Jane Wyman and Lew Ayres, which comes next Friday to the Strand Theatre. He plays the role of a fisherman in this unusual drama of Nova Scotia folk and their world.

Monte is one of the busiest character players on the lot. Recently he was seen in "Key Largo" in which he played the part of the sheriff.

COLUMN CHATTER

Facts About Jane Wyman and Lew Ayres

That Jane Wyman is a three-time winner: meaning it took her three times to make her niche in Hollywood.

That the first time was when she was eight, when, as Sarah Jane Fuls, she was hoped to be another Shirley Temple by doting parents.

That the next time was in 1929 she hit the town as a dancer, appearing in a few motion picture choruses.

That the third trip from St. Joseph, Mo., her home town, to Hollywood, came via middle west appearances as a radio singer under the name of Jane Durrell, and that from 1934, her date of arrival, until 1936, she took any parts that came her way until achieving recognition and a Warner Bros. contract for her work with William Powell and Carole Lombard in "My Man Godfrey."

That Lew Ayres' career has divided itself into a sharply defined trilogy.

That he was first picked up by a talent scout in 1929 while dancing with his girl at the Roosevelt Hotel.

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That this was followed by his big success in "All Quiet On The Western Front," "Common Clay," "Doorway To Hell" and "State Fair."

That he was re-discovered in 1938 with filming of "Young Dr. Kildare," first of the immensely popular "Kildare" pictures, chalking up phase number two.

DRAMA AT STRAND



EXCITEMENT fills the screen when Jane Wyman, the appealing heroine of sensational drama, "Johnny Belinda," fights for her child. Opening next Friday at the Strand Theatre.
Still 689-110 Mat 689-2A

Official Billing

JANE WYMAN—LEW AYRES 100%

in

"JOHNNY BELINDA" 100%

with

CHARLES BICKFORD 75%

AGNES MOOREHEAD — STEPHEN McNALLY 20%

Screen Play by

Irmgard Von Cube and Allen Vincent 3%

From the Stage Play by Elmer Harris 2%

Produced by Harry Wagstaff Gribble 2%

Directed by Jean Negulesco 25%

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ADVERTISING



Wherever motion pictures are shown the story of this girl's betrayal is the year's most discussed drama!

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Mat 103
1 col. x 11 1/4 inches (157 lines)



JANE WYMAN · LEW AYRES

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Mat 102
1 col. x 5 1/4 inches (73 lines)

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LEW AYRES

"JOHNNY BELINDA"

CHARLES BICKFORD
AGNES MOOREHEAD · STEPHEN McNALLY
DIRECTED BY JEAN NEGULESCO · JERRY WALD

1 col. x 2 1/2 inches (37 lines)

JANE WYMAN · LEW AYRES
"JOHNNY BELINDA"

1 col x 1 1/4 inches (17 lines)

JANE WYMAN · LEW AYRES

"Johnny Belinda"

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Mat 201—2 cols. x 1 1/4 inches (48 lines)



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LEW AYRES

As the doctor first to know her shame!

AND THEN TORMENT!

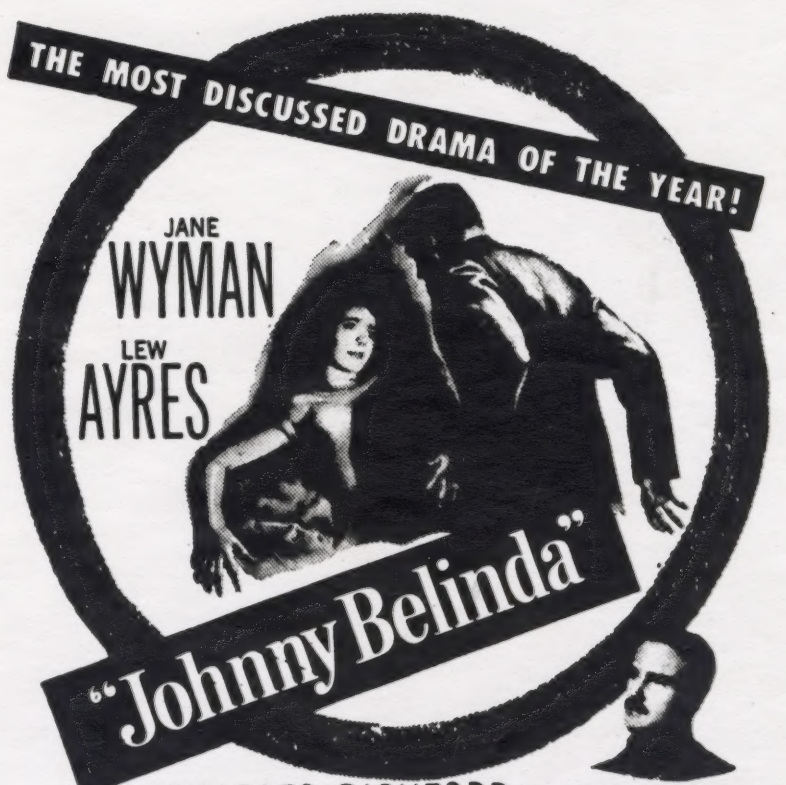
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This ad also in three-column size. See page 2A.



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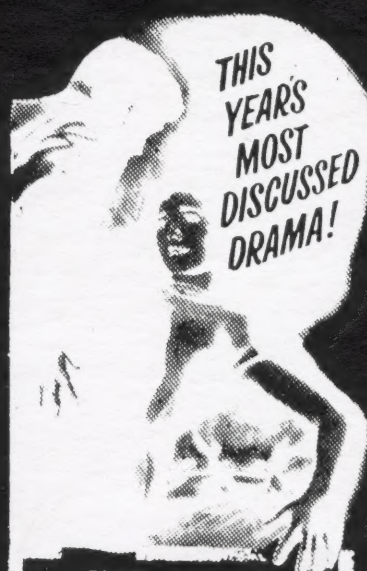
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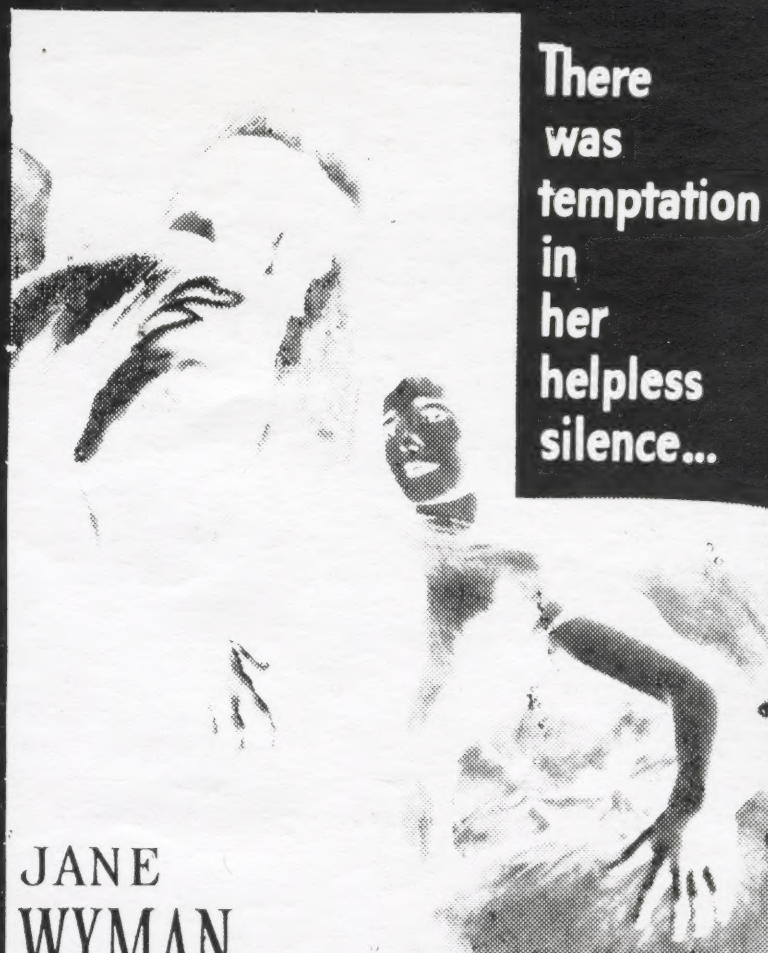
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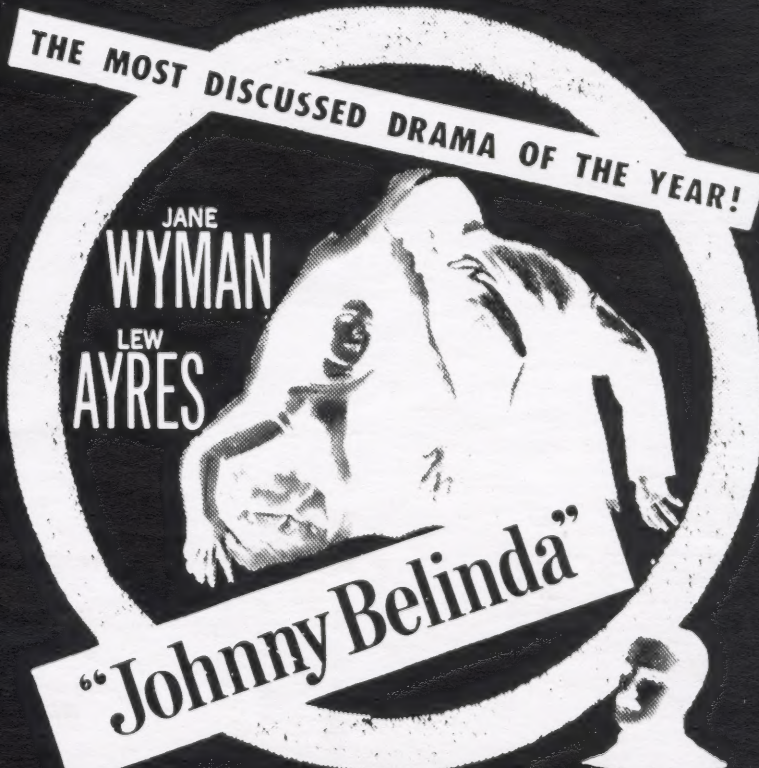
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**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

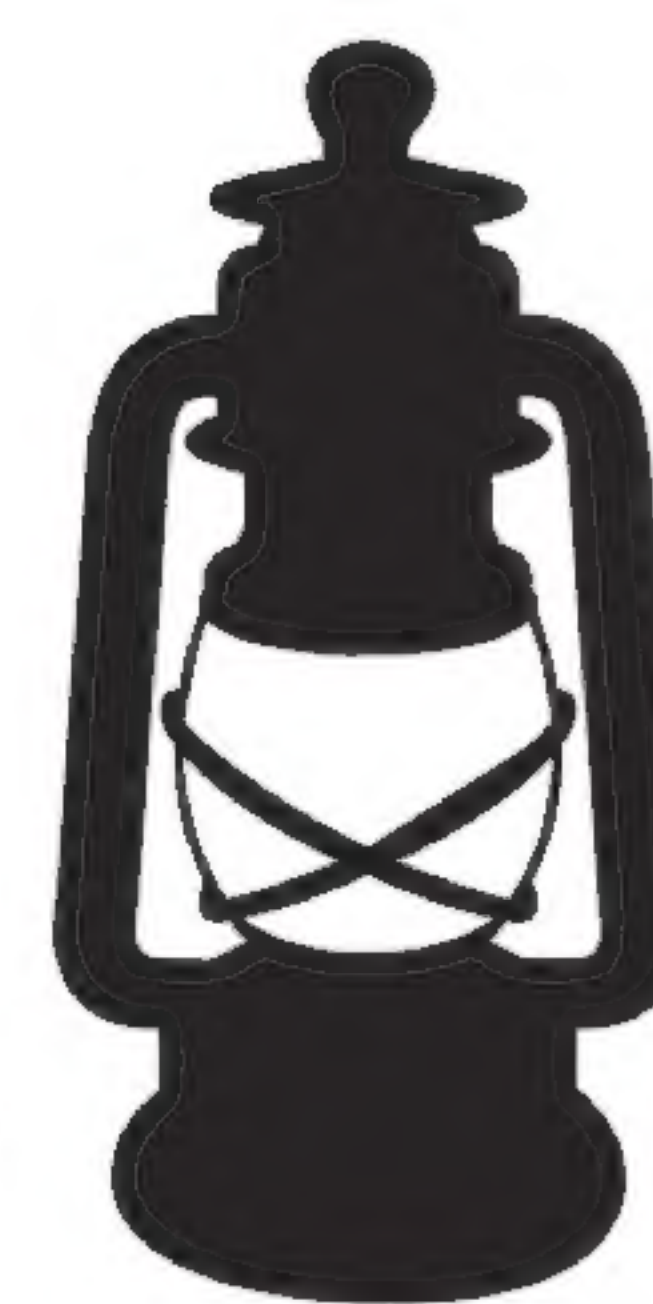


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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